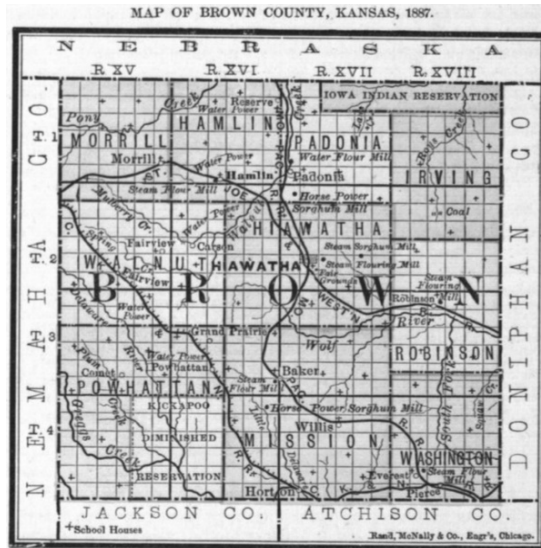


# Brown/Doniphan District, Business, HCC Survey Results



February 22, 2016

# AGENDA

- STUDENT, PARENT, AND BUSINESS DEMOGRAPHICS-  
WHO TOOK THE SURVEY?
- SUMMARY OF RESEARCH
- QUESTIONS AND RESULTS
- WHERE DO WE GO FROM HERE?

# STUDENT DEMOGRAPHICS

279/808 responses

35% of students responded

15% Freshmen

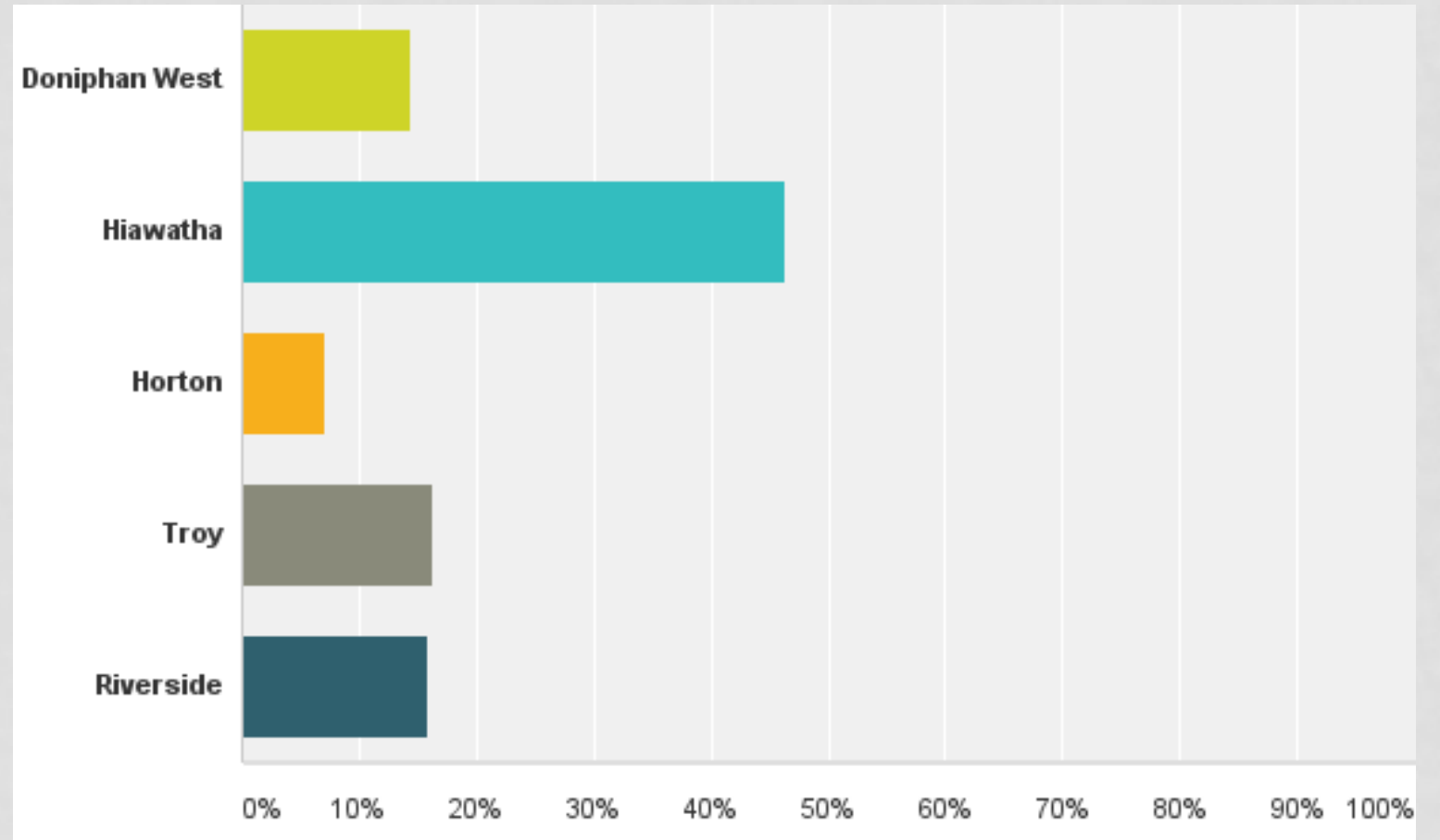
22% Sophomores

37% Juniors

26% Seniors

47% Male, 53% Female

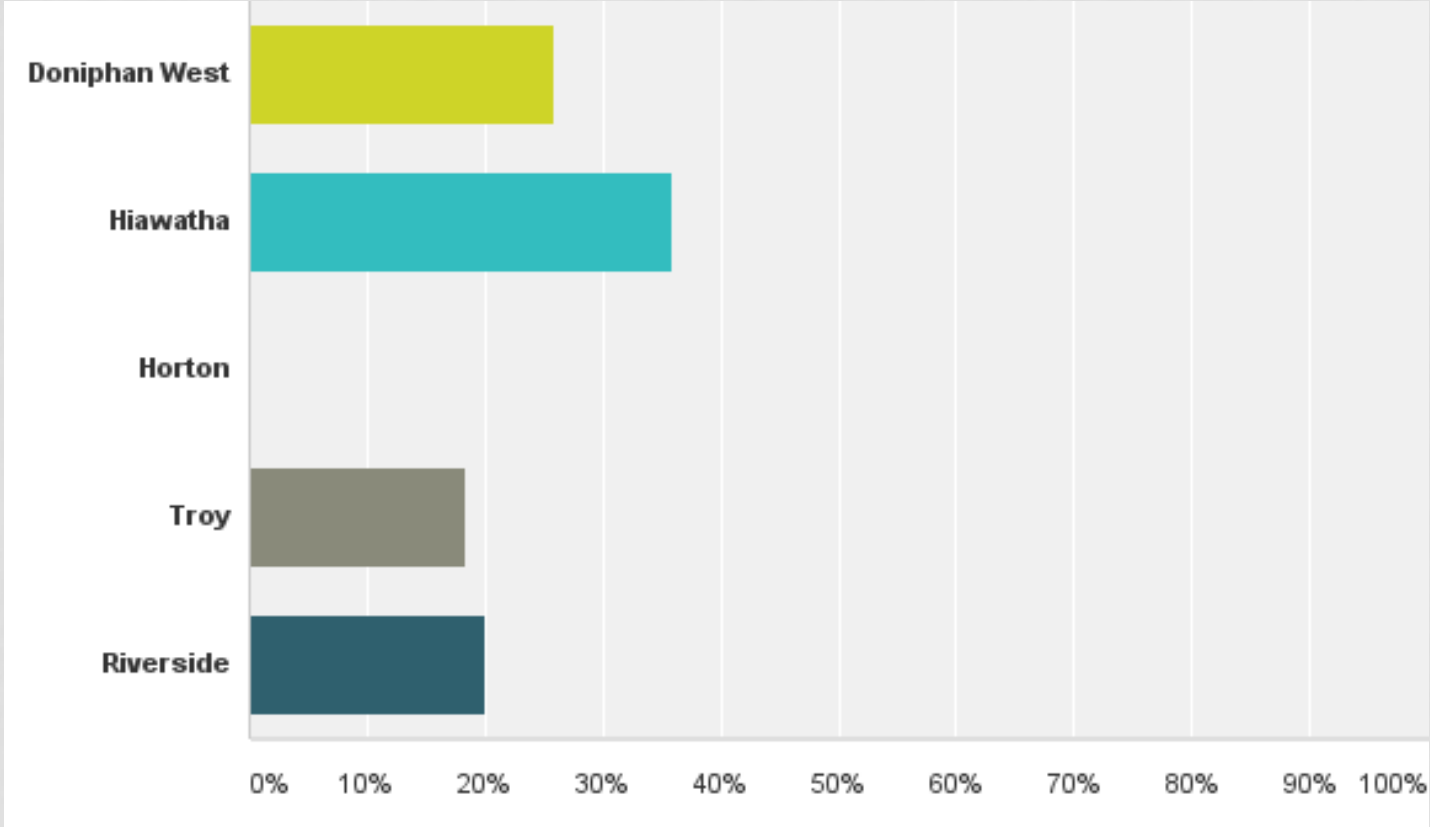
Which high school do you attend?



# PARENT DEMOGRAPHICS

- 120 Responses
- Respondents had students in 6th-12th grades
- 18% Male, 82% Female
- # of respondents – highest degree
  - <1% not HS graduate
  - 2% GED
  - 15% HS grad
  - 14% Certificate
  - 16% Associate’s Degree
  - 34% BA Degree
  - 13% Master’s Degree
  - 4% Professional Degree

Which district does your child (or children) attend?

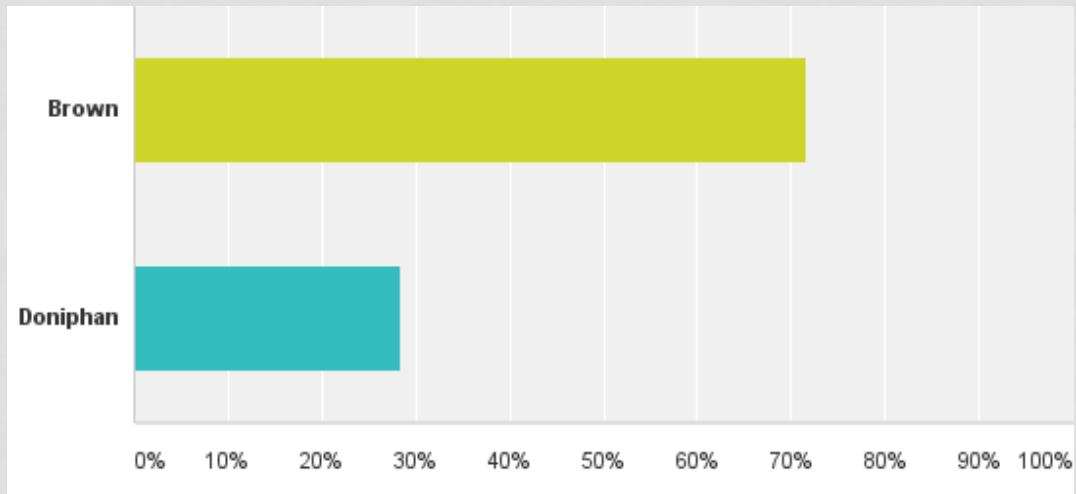


# BUSINESS DEMOGRAPHICS

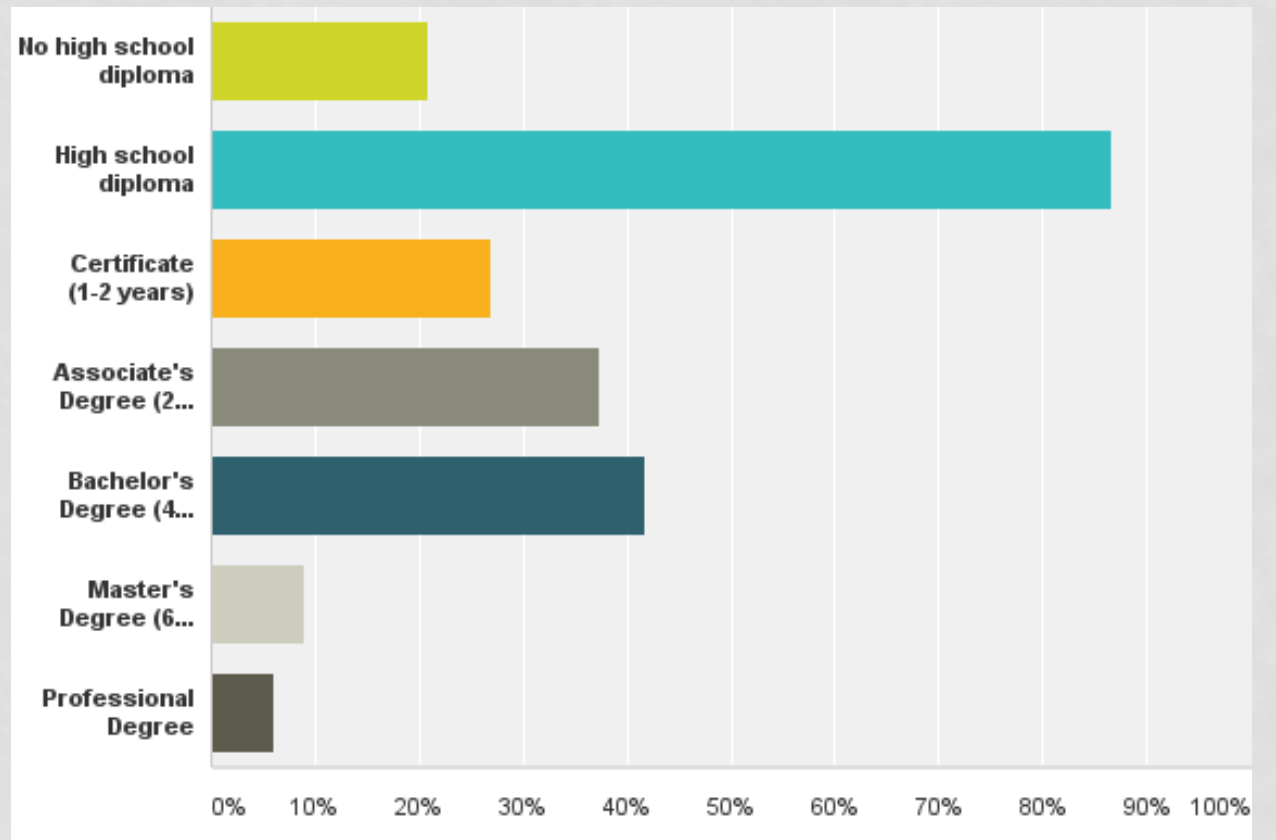
67/263 responses

25% responses

## Business location



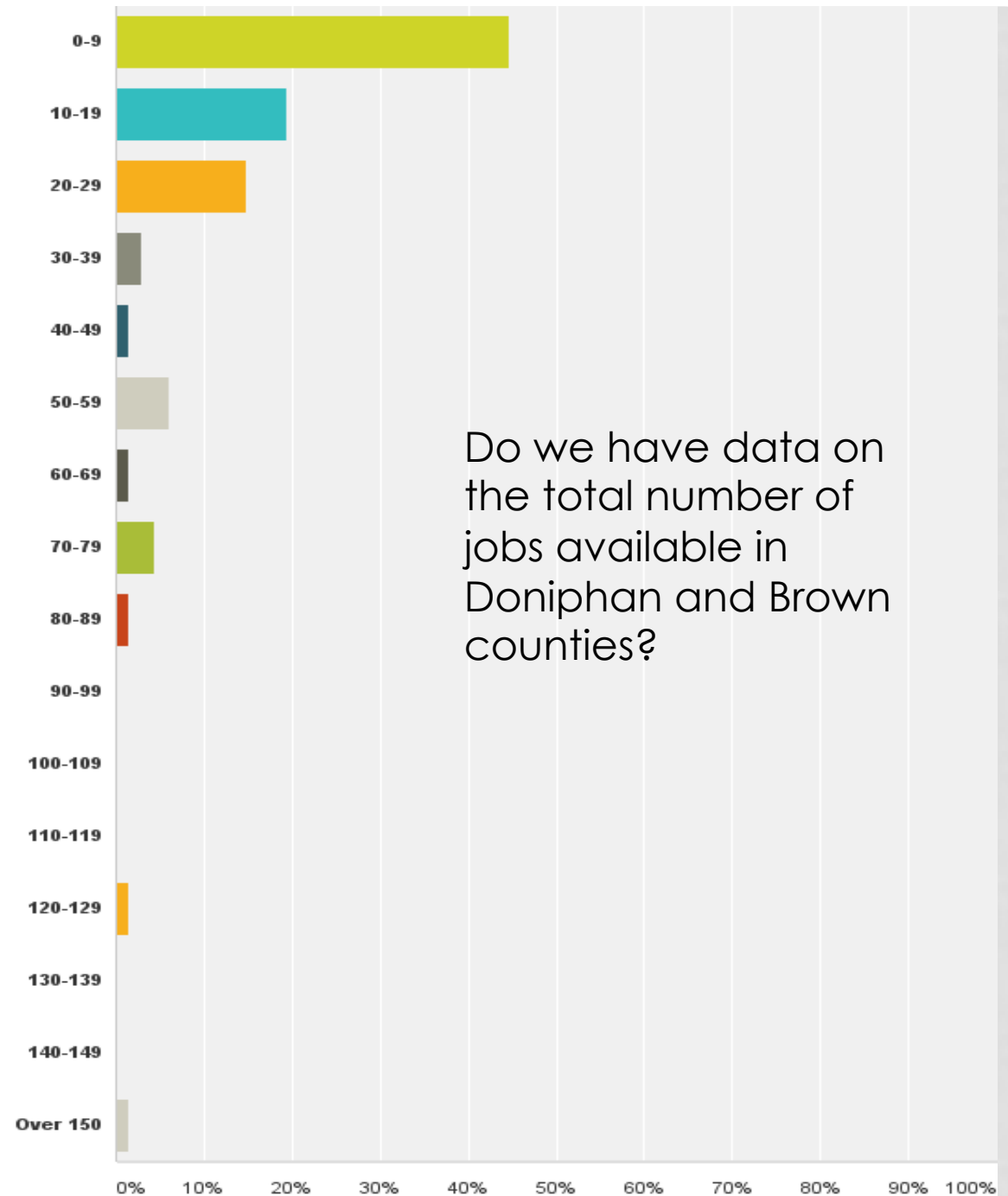
## Level of education your employees need in order to be hired at your business



# BUSINESS DEMOGRAPHICS

How many employees do you have?

- 45%, 1-9
- 19%, 10-19
- 15%, 20-29
- 3%, 30-39
- 2%, 40-49
- 6%, 50-59
- 1%, 60-69
- 4%, 70-79
- 2%, 80-89
- 2%, 120-129
- 1%, Over 150



Do we have data on the total number of jobs available in Doniphan and Brown counties?

# RESEARCH SUMMARY

- Students, Parents, and Businesses **value** technical programs offered by HCC.
- HCC programs are **affordable** for Doniphan/Brown County Students.
- **No major barriers** exist to accessing current programs. HCC and School Districts could enhance opportunities for training if **schedules were better aligned**.
- In many cases, **business needs match student interest**. HCC and workforce development agencies should **continue to work together to review training needs and gaps that exist** between available opportunities and the workforce.
- HCC could consider **adding technical programs** dealing with:
  - Graphic, Visual, Media Communication
  - Construction Technology
  - Health Information Technology

# RESEARCH SUMMARY

- A vast majority (**78%**) of students plan to attain an associate's degree or higher.
- 21% of students definitely **want to come back to NE KS** to live and work; 46% more could be swayed to do so!
- More information is needed to **align student compensation expectations, training/education, and job availability in NE Kansas**—to specifically encourage students to stay or come back to NE Kansas to live and work.
- Employers need workers who are **better prepared to work in team structures and better prepared to solve problems and make decisions.**
- HCC should continue to work on **“Shared Performance Expectations,”** as they are valuable assets for the workplace.
- The Kansas Department of Education is on the right track to developing a quality workforce as they begin to **focus on teaching career pathways that include non-academic skills.**



# RESEARCH SUMMARY

- Many opportunities exist for **collaboration** between HCC & School Districts:
  - HCC should always strive to provide **education** to students, parents, and businesses **about available opportunities**. Parents are overwhelmingly supportive and indicate they would be interested in attending presentations to receive more information about opportunities available at HCC.
  - Create and offer more **job shadowing** and **internship opportunities** for students
  - **Enhance career education** through career fairs, parent and student presentations, greater education in employment outlook and salaries associated with various occupations. A large majority of business owners are willing to participate in career fairs.

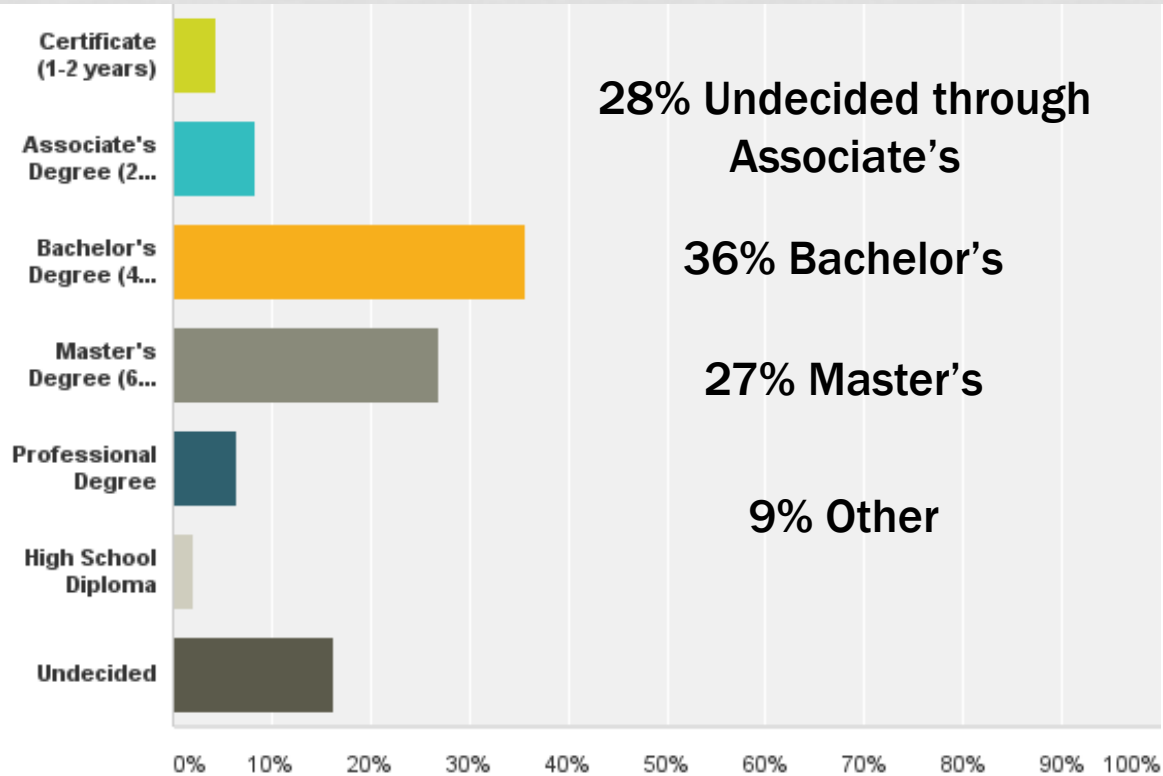
# STUDENT/PARENT QUESTIONS

- WHAT LEVEL OF EDUCATION WILL I SEEK?
- IS CONTINUED EDUCATION AFFORDABLE FOR ME?
- WHAT WILL I EXPECT FOR STARTING WAGES?
- WILL I COME BACK TO NORTHEAST KANSAS?

# HIGHEST LEVEL OF EDUCATION PLANNED

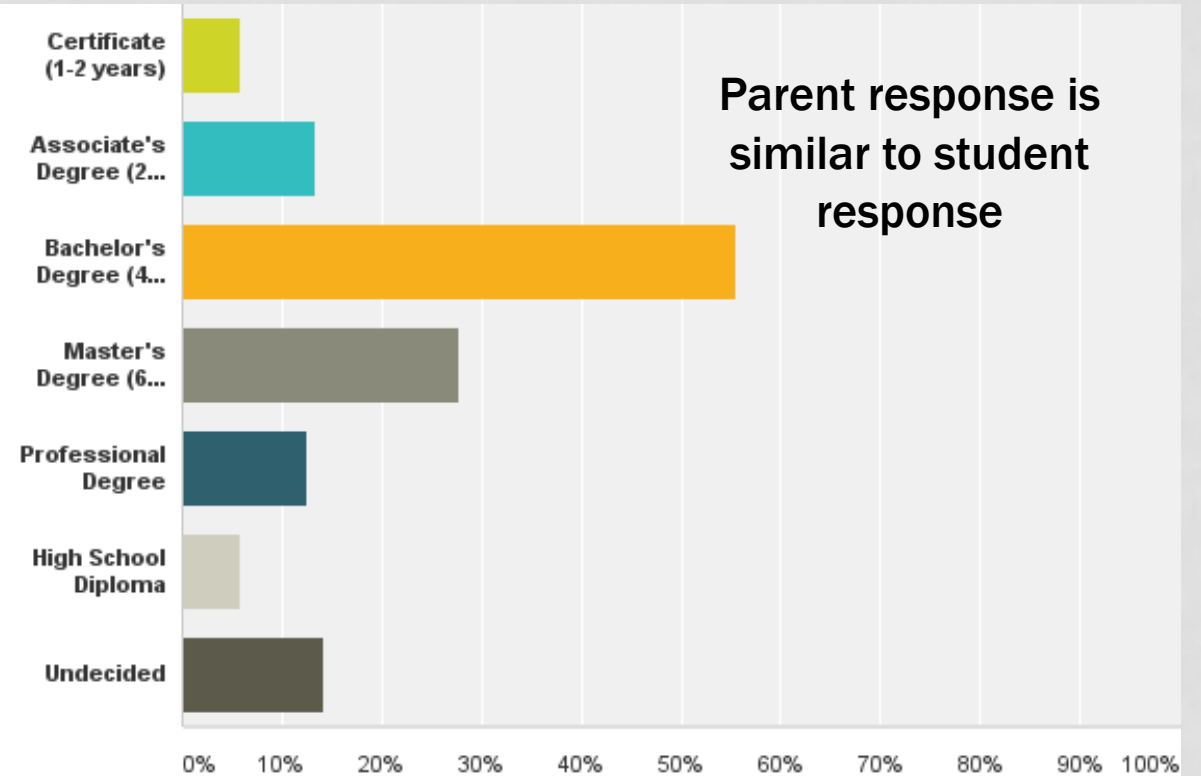
## Student

Highest level of education I'm planning to complete



## Parent

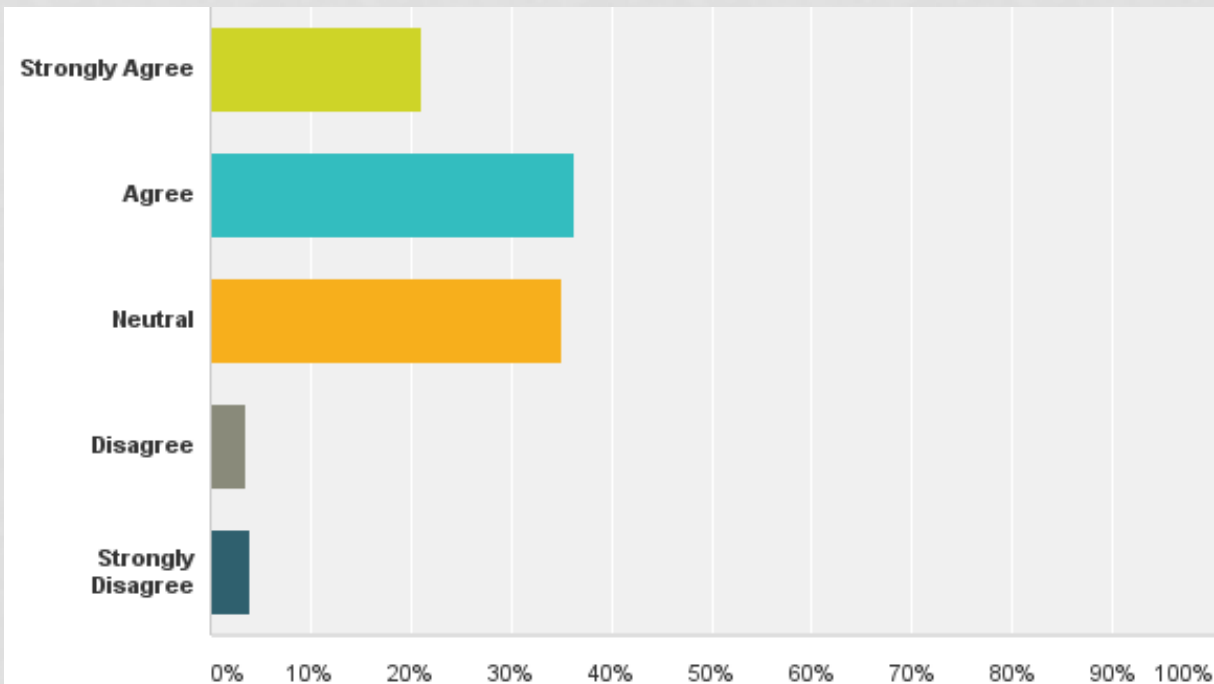
Highest level of education your child plans to complete



# HIGHER EDUCATION IS AFFORDABLE IN DONIPHAN/BROWN COUNTY

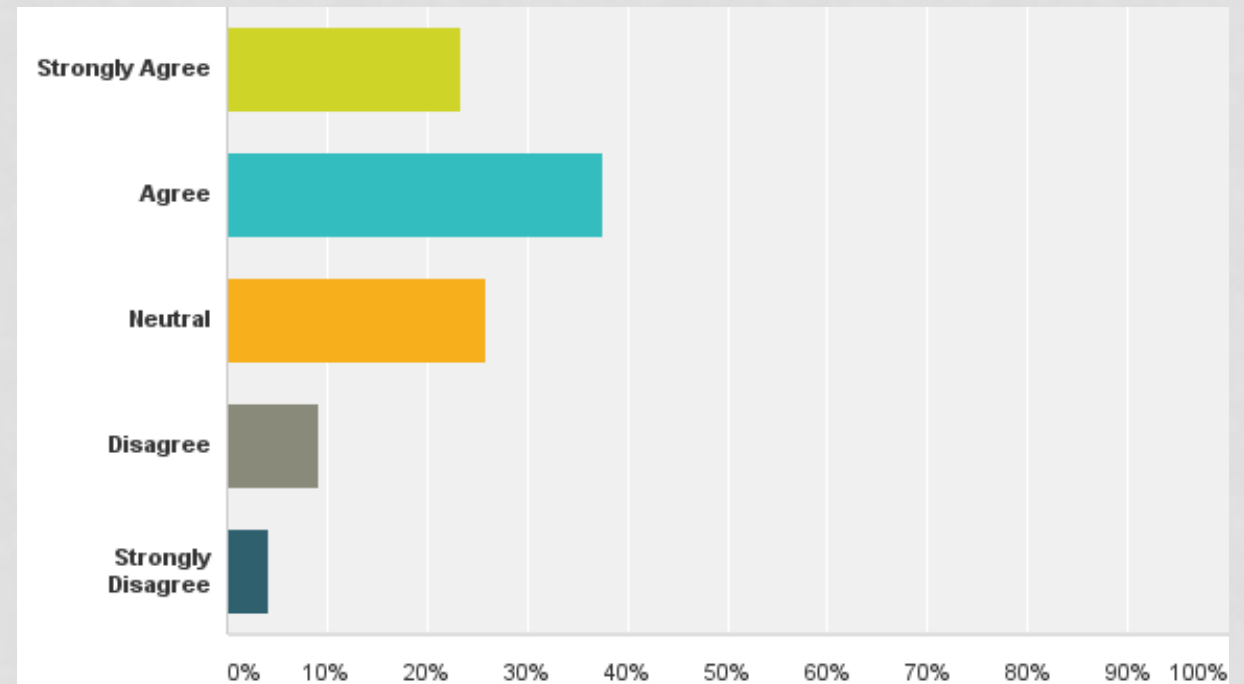
## Student

Attending any sort of post-secondary program comes at a cost. I believe that I **can afford** to attend HCC after high school.



## Parent

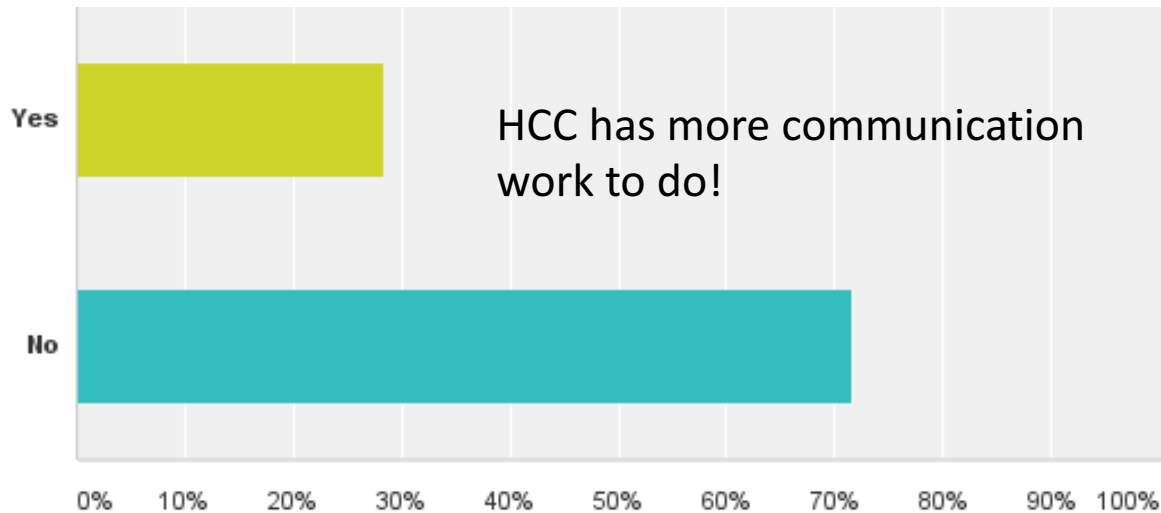
Attending any sort of post-secondary program comes at a cost. I believe that I **can afford** to send my child to HCC after high school.



# SCHOLARSHIP AVAILABILITY

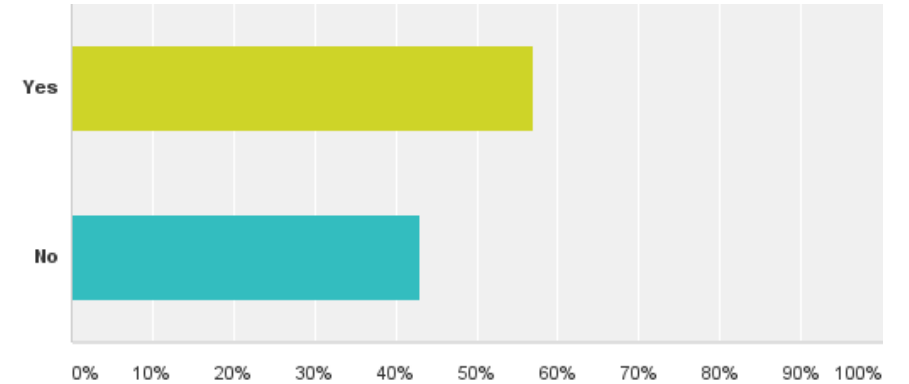
## Parent

I am aware that college students attending the Technical Center in Atchison and living on campus or living with parents in **Doniphan** county are eligible to receive an \$1100 per semester scholarship.



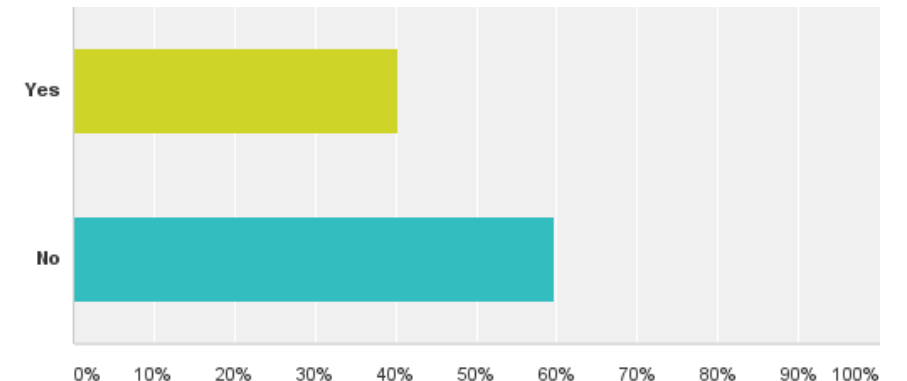
## Student

Are you aware that Highland Community College provides free tuition, fees, and books for HS juniors and seniors enrolled in technical programs?



## Parent

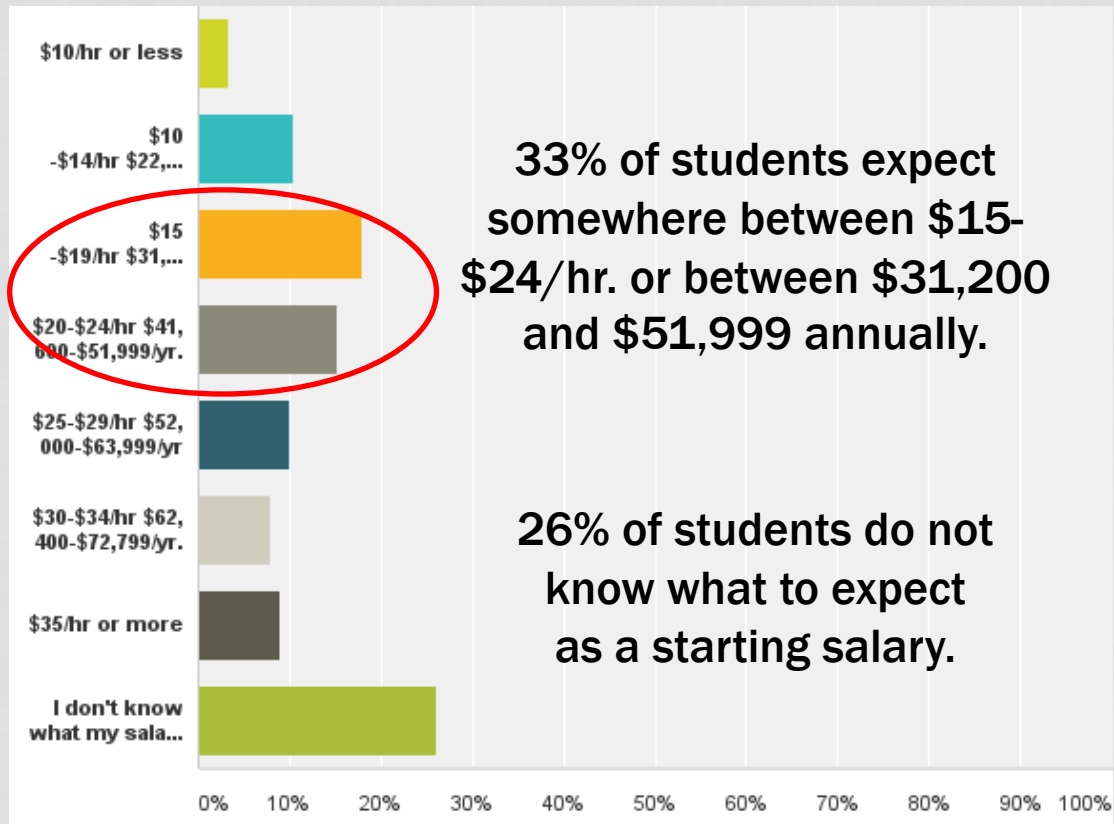
Are you aware that HCC provides free tuition, fees, and books for HS juniors and seniors enrolled in technical programs?



# EXPECTED SALARY RANGE AT BEGINNING OF CAREER

## Student

Which of the salary ranges listed below is closest to the salary you anticipate to receive at the beginning of your career?

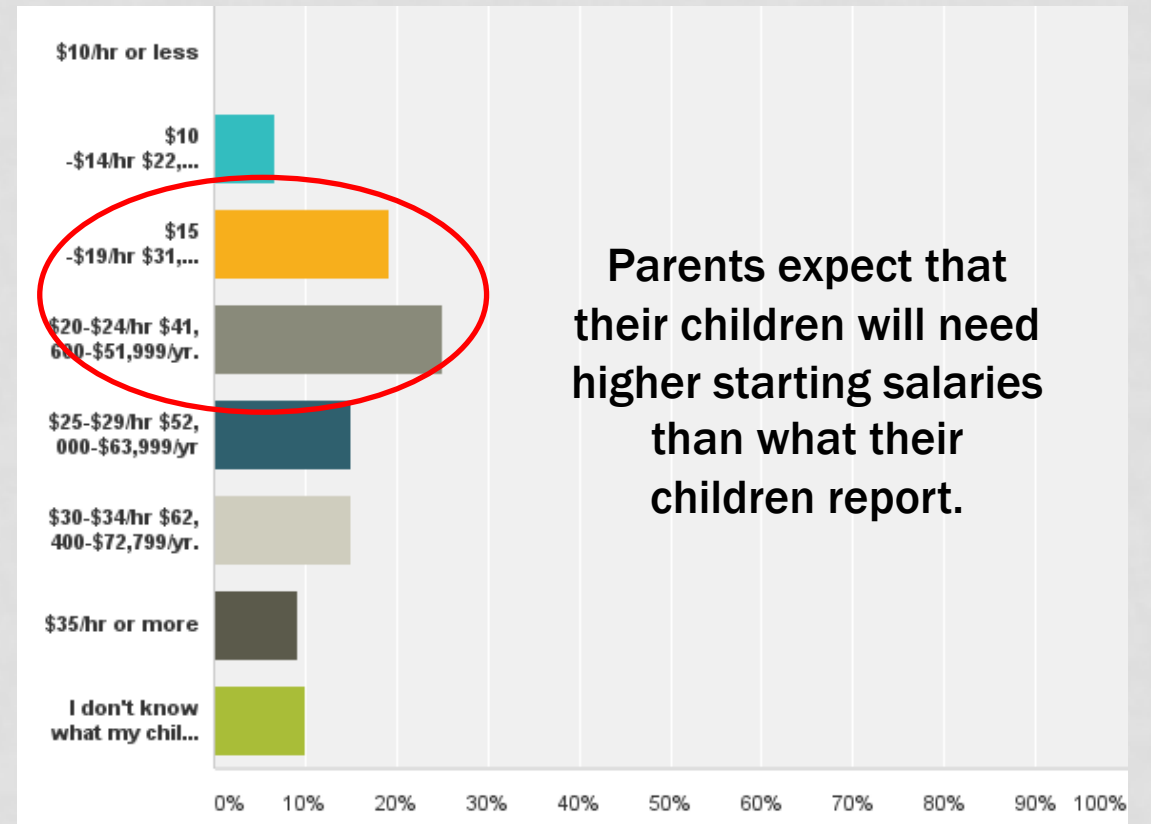


33% of students expect somewhere between \$15-\$24/hr. or between \$31,200 and \$51,999 annually.

26% of students do not know what to expect as a starting salary.

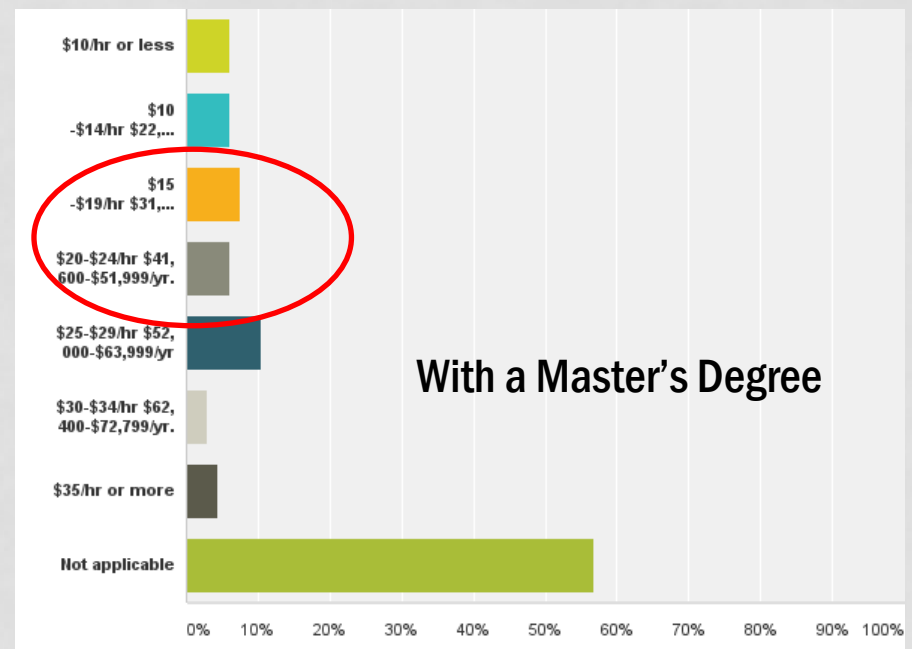
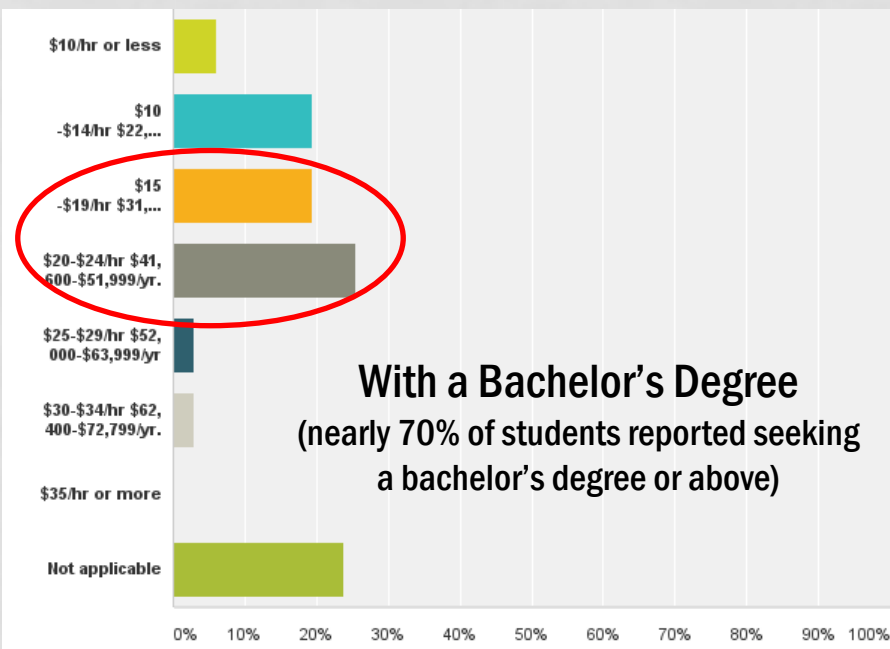
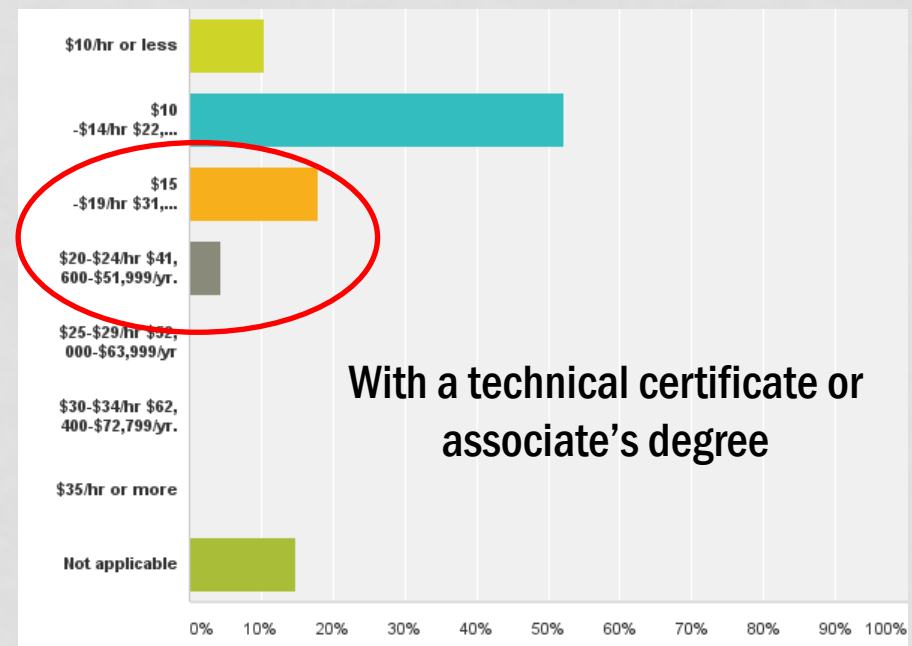
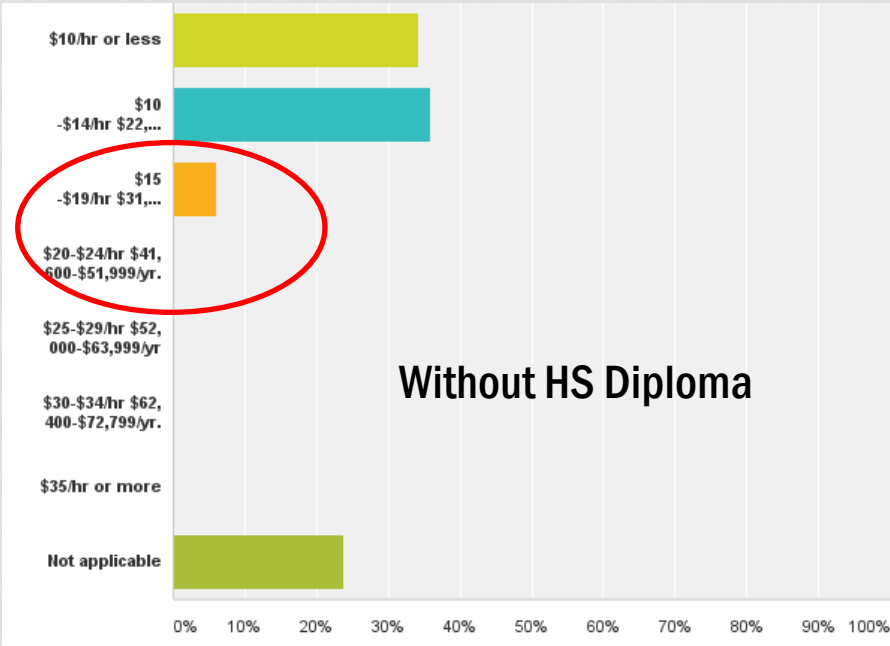
## Parent

Which of the salary ranges listed below is closest to the salary you believe your child will need to live the lifestyle they desire at the beginning of their career?



Parents expect that their children will need higher starting salaries than what their children report.

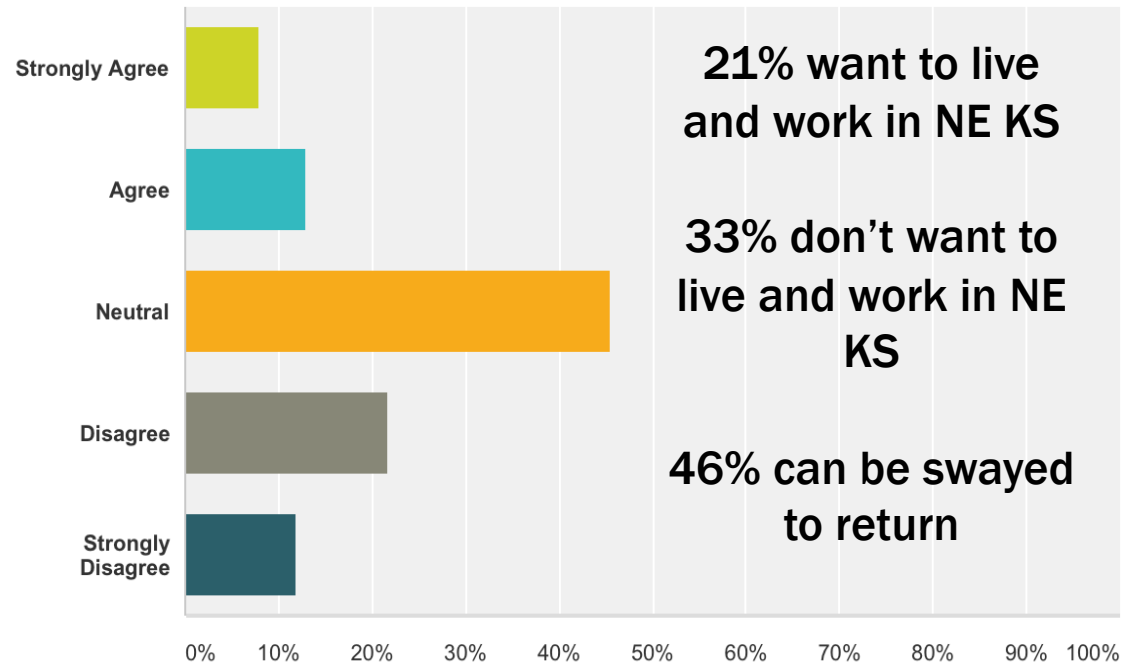
# Reported Range of Starting Salary for Businesses



# DO STUDENTS PLAN TO RETURN TO NE KANSAS TO LIVE AND WORK?

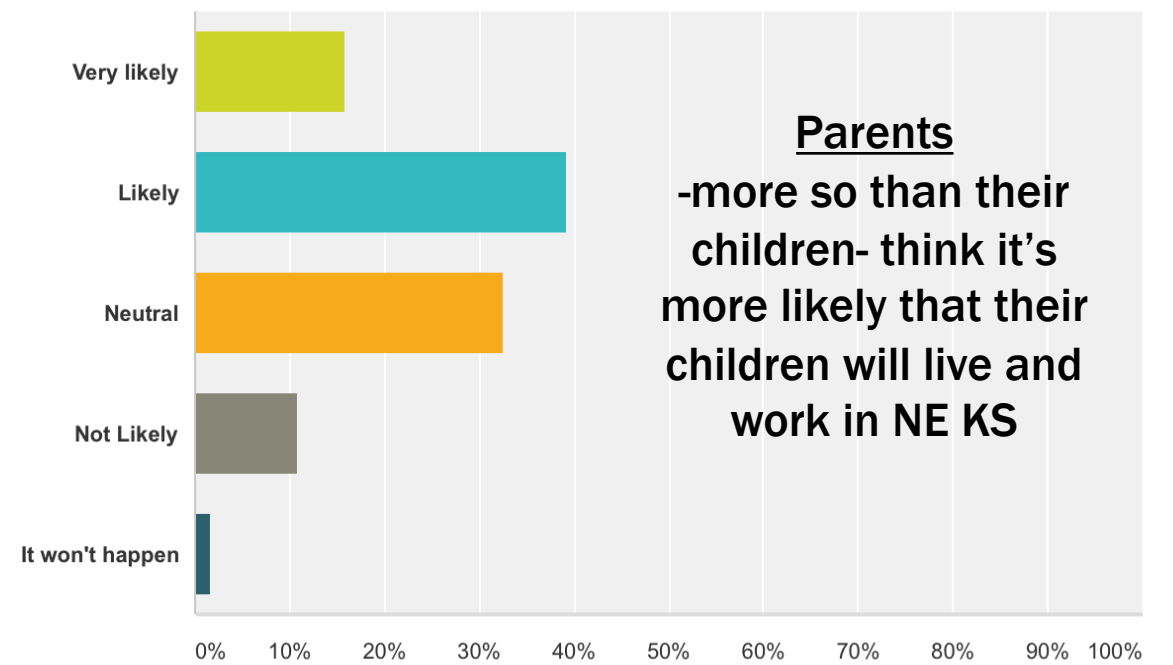
## Student

After college, I plan to live and/or work in NE Kansas



## Parent

The likeliness that your child (or children) will return to NE Kansas to live and/or work





# QUESTIONS

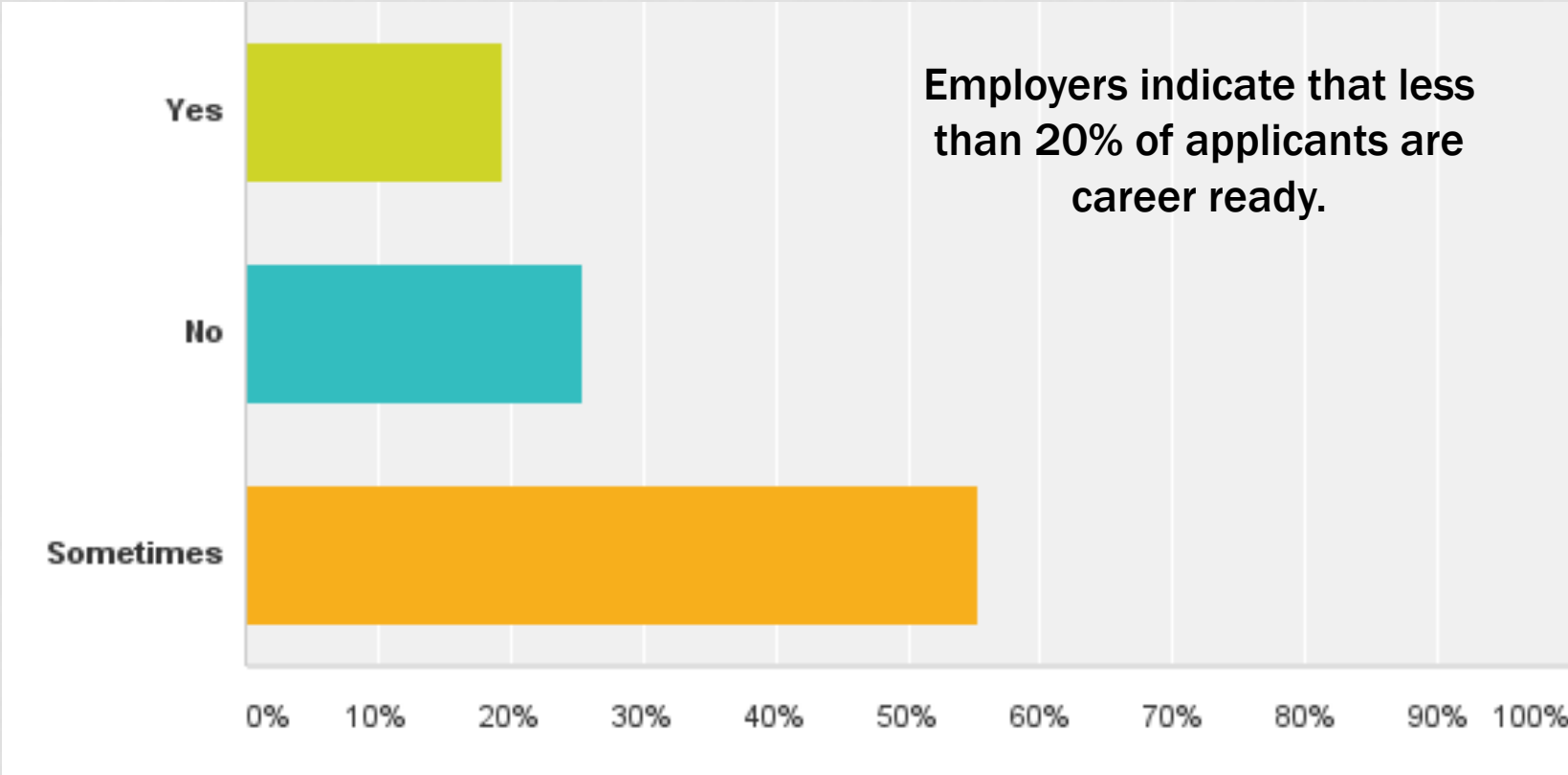
1. HOW CAN HCC PARTNER WITH LOCAL HIGH SCHOOLS TO ENHANCE CAREER READINESS FOR STUDENTS?

2. WHAT CAN HCC DO TO FACILITATE CAREER READINESS FOR STUDENTS IN NORTHEAST KANSAS?

# ARE EMPLOYEES CAREER READY?

## Business

Would you say that most **applicants** for your company are career ready?



# MAPPED EMPLOYABILITY QUALITIES

## Forbes Top 10 Skills Employers want from 2015 Graduates

1. Ability to work in a team structure. SPE 6
  2. Ability to make decisions and solve problems. SPE 4
  3. Ability to communicate verbally with people inside and outside an organization. SPE 2
  4. Ability to plan, organize and prioritize work. SPE 5
  5. Ability to obtain and process information. SPE 4
  6. Ability to analyze quantitative data. SPE 4
  7. Technical knowledge related to the job. SPE 1
  8. Proficiency with computer software programs. SPE 1
  9. Ability to create and/or edit written reports. SPE 2
  10. Ability to sell and influence others. SPE 2
- ADDED to align with HCC SPC's:
11. Respectful to customers, co-workers, and the larger community. SPE 3

## Highland Shared Performance Expectations (SPE)

1. Be Competent at your work
2. Communicate Effectively
3. Respect Others
4. Make Good Decisions
5. Act Responsibly
6. Work Effectively in Teams

## Dr. Watson-Kansas PK-12 (non-academic)

1. Dependability. SPE 5
2. Striving to pursue goals. SPE 4
3. Self Discipline including strong work ethic. SPE 4
4. Critical Thinking. SPE 4
5. Openness (adaptability, independence, creativity). SPE 5
6. Communication skills. SPE 2
7. Group skills like teamwork. SPE 6
8. Citizenship and moral obligations to others. SPE 3 & 5

## GAPS: IMPORTANT QUALITIES NEEDED VS. QUALITIES POSSESSED

Important Qualities to Possess	Rank	Qualities possessed by Employees	Rank
Respectful to customers, co-workers, and the larger community.	1	Respectful to customers, co-workers, and the larger community.	1
Ability to work in a team structure.	2	Ability to obtain and process information.	2
Ability to communicate verbally with people inside and outside an organization.	3	Ability to communicate verbally with people inside and outside an organization.	3
Ability to make decisions and solve problems.	4	Ability to plan, organize, and prioritize work.	4
Ability to obtain and process information.	5	Ability to work in a team structure.	4
Ability to plan, organize, and prioritize work.	6	Ability to make decisions and solve problems.	6
Technical knowledge related to the job.	7	Technical knowledge related to the job.	7
Ability to analyze quantitative data.	8	Ability to analyze quantitative data.	8
Proficiency with computer software programs.	9	Proficiency with computer software programs.	9
Ability to sell and influence others.	9	Ability to sell and influence others.	9
Ability to create and or edit written reports.	11	Ability to create and or edit written reports.	11



# Kansans CAN Define Success



## A **SUCCESSFUL** KANSAS HIGH SCHOOL GRADUATE HAS THE:

**ACADEMIC** preparation, **COGNITIVE** preparation, **TECHNICAL** skills, **EMPLOYABILITY** skills, and **CIVIC ENGAGEMENT** to be successful in postsecondary education, in the attainment of an industry recognized certification or in the workforce, without the need for remediation.

### Outcomes for measuring progress over time:

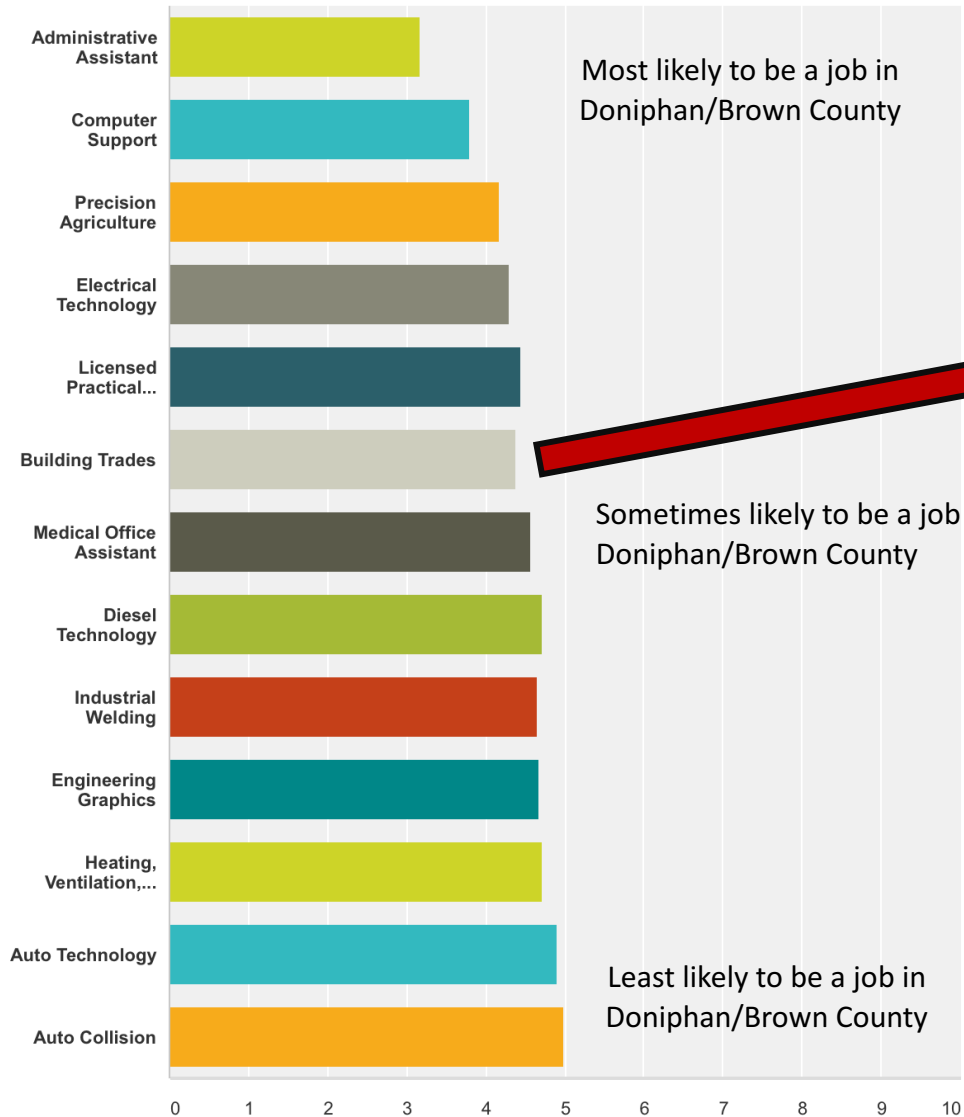
- Kindergarten readiness
- Individual Plan of Study focused on career interest
- High school graduation rates
- Post-secondary completion/attendance
- Social/emotional growth measured locally

## **BUSINESS QUESTION**

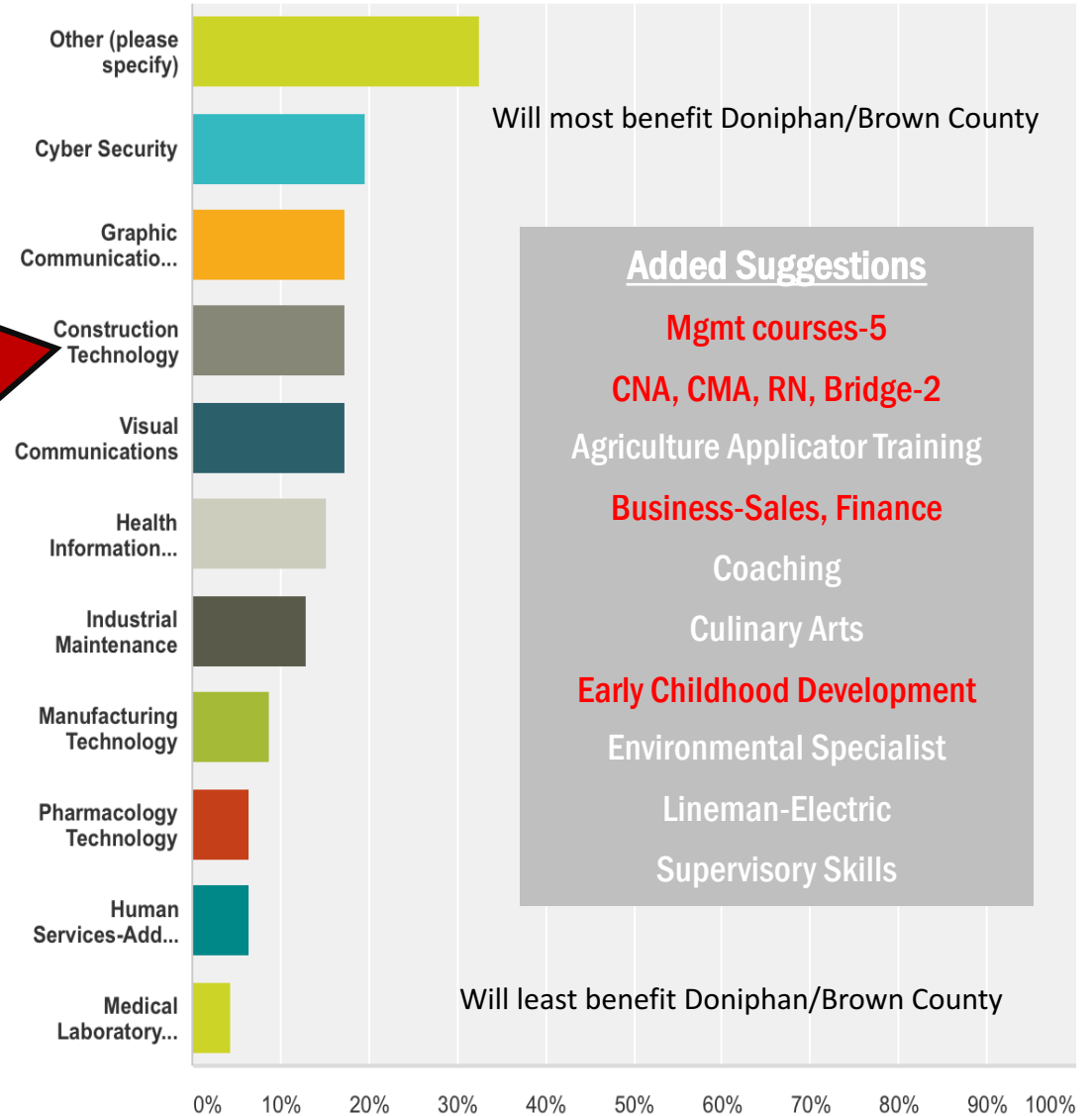
**What additional technical programs offered through HCC would benefit the Doniphan and Brown County workforce?**

# BUSINESS RESPONSE TO PROGRAMS BENEFITTING DONIPHAN/BROWN COUNTY

## Current HCC Program Offerings



## Suggested HCC Program Offerings



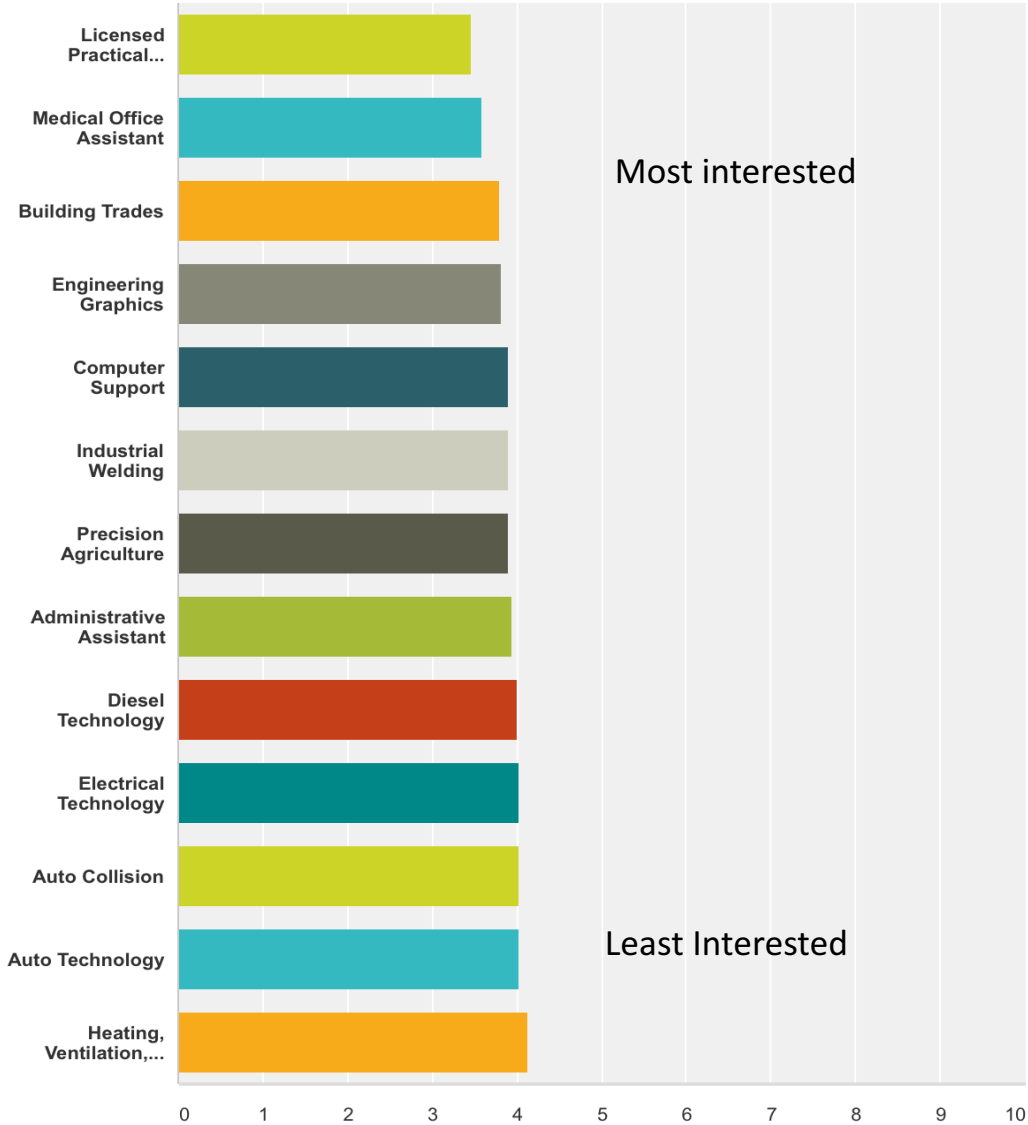
## STUDENT/PARENT QUESTION

What technical programs that aren't already offered would you like to see offered through HCC for students in high school?

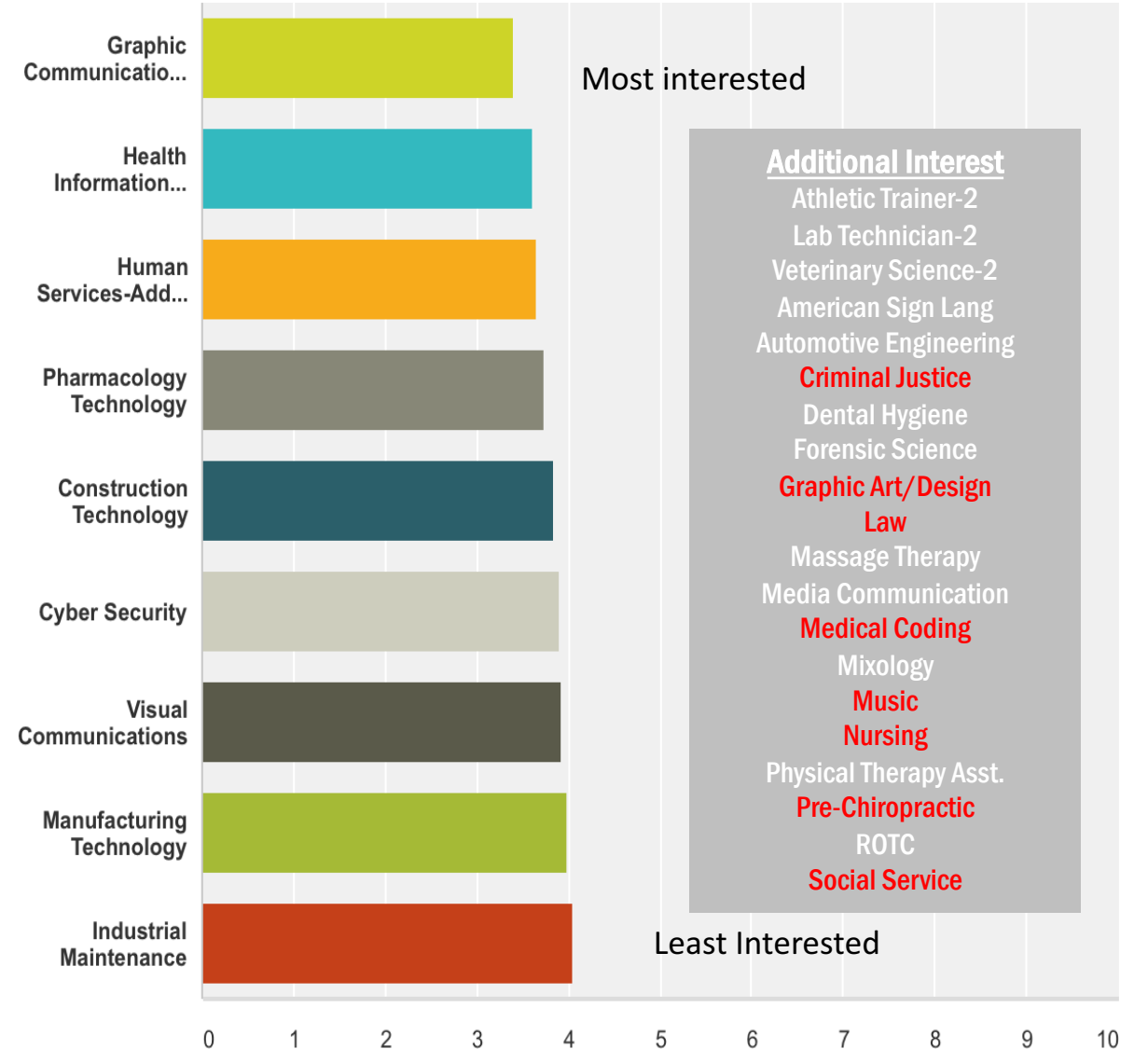


# STUDENT INTEREST IN PROGRAMS

## Current HCC Program Offerings

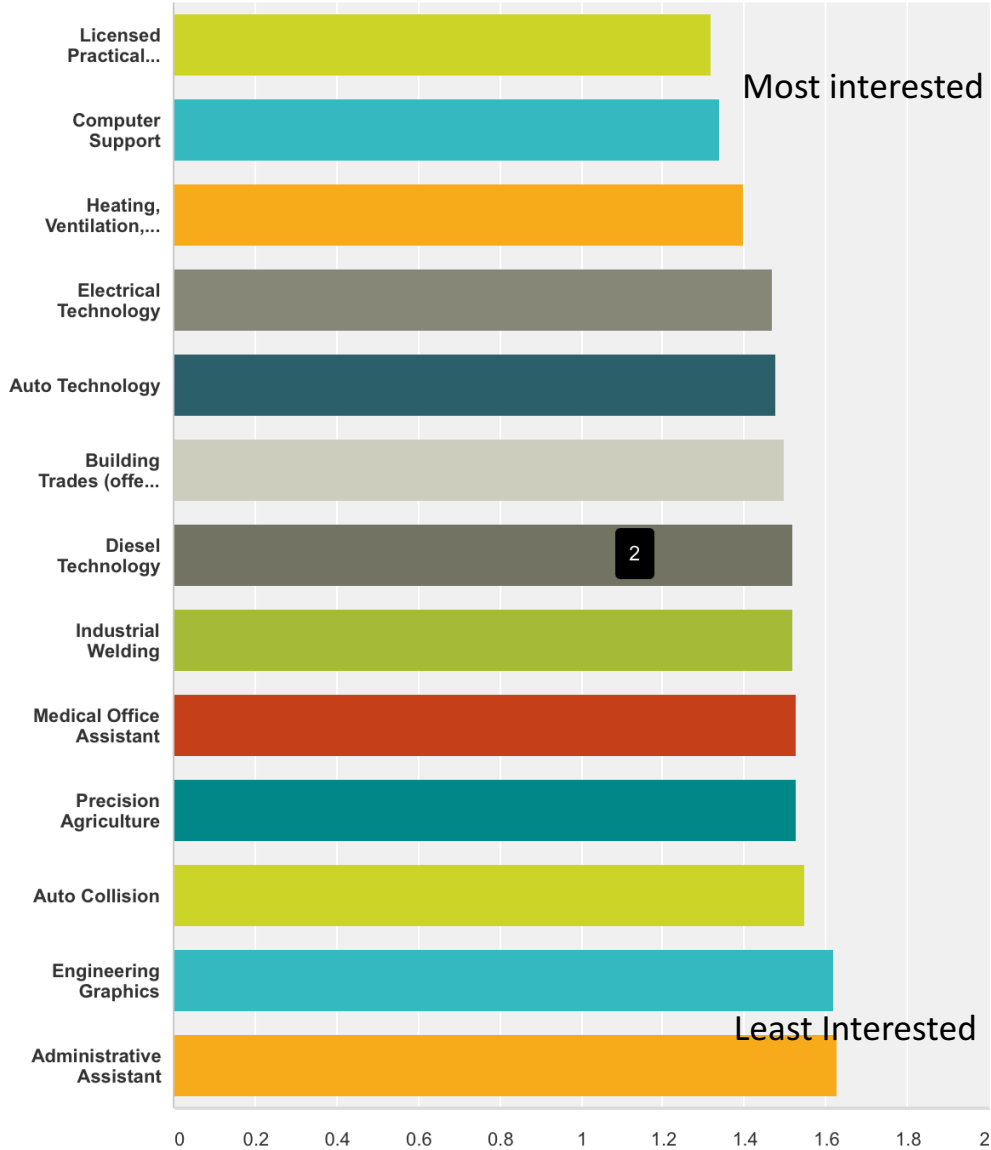


## Suggested HCC Program Offerings

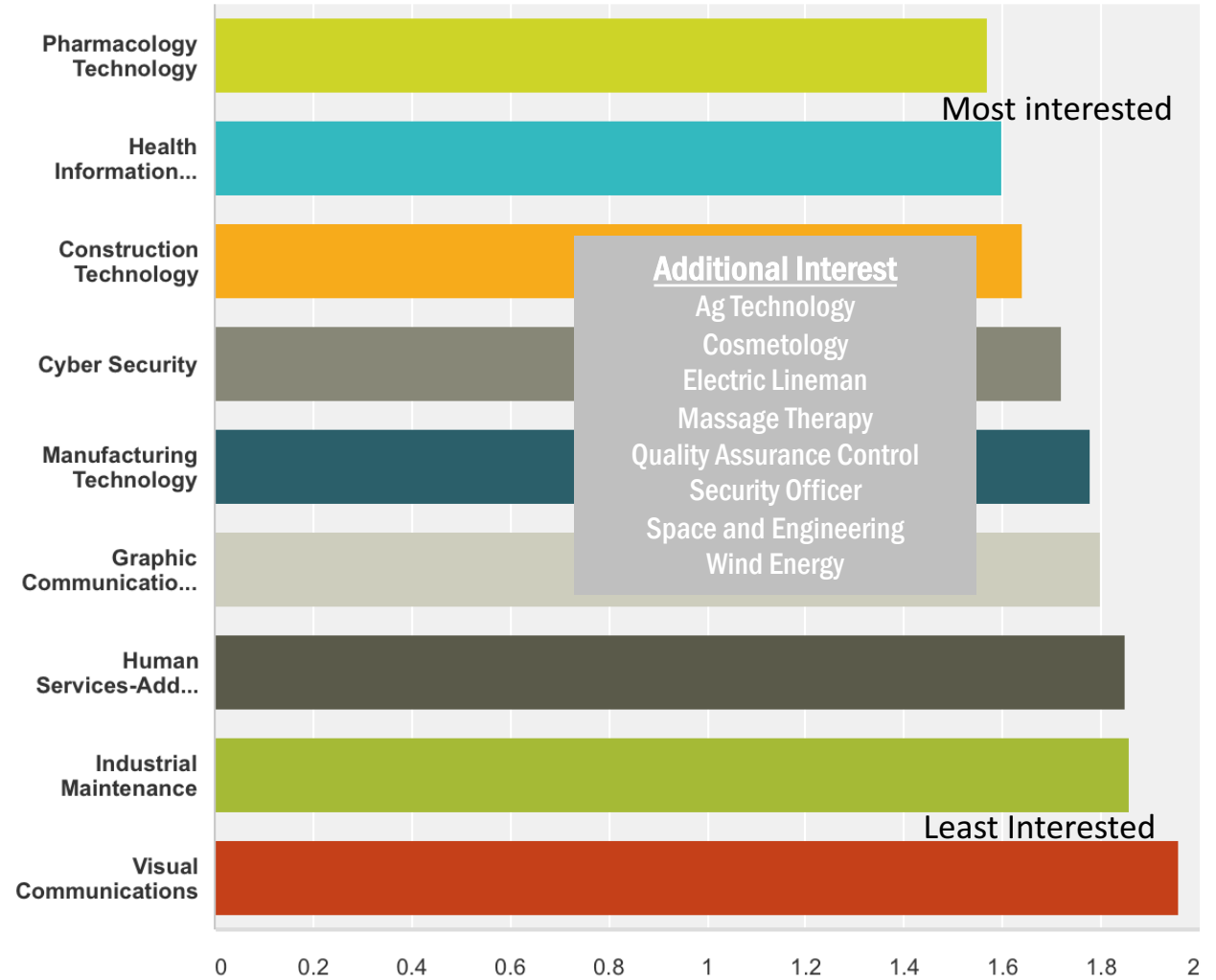


# PARENT INTEREST IN PROGRAMS

## Current HCC Program Offerings



## Suggested HCC Program Offerings



# QUESTIONS

1. Is there a program located in Atchison that would be better accessed by your students if it were located or duplicated in Highland?
2. What barriers prevent high school students from receiving technical training from HCC?

# PARENT

## BARRIERS TO TECH CENTER (ATCHISON) ATTENDANCE

Answer Choices	Responses
▼ My child (children) aren't old enough to attend the tech center yet. (Typically a junior or senior.)	48.74% 58
▼ They are not interested in receiving technical education	23.53% 28
▼ There are no barriers for my children.	18.49% 22
▼ They can't fit technical education into their high school schedule.	12.61% 15
▼ They don't have transportation to Atchison.	6.72% 8
▼ Other (please specify) <span style="float: right; color: teal;">Responses</span>	5.04% 6
▼ They can't afford to attend.	1.68% 2
▼ They tried to sign up to attend a program in Atchison, but the enrollment process was too difficult.	0.00% 0

Total Respondents: 119



# STUDENT BARRIERS TO TECH CENTER (ATCHISON) ATTENDANCE

Answer Choices	Responses
▼ I am not interested in receiving technical education	50.92% 138
▼ There are no barriers for me.	29.89% 81
▼ I can't fit technical education into my high school schedule.	15.50% 42
▼ I can't afford to attend.	8.86% 24
▼ I don't have transportation to Atchison.	8.12% 22
▼ Other (please specify) <span style="float: right; color: teal;">Responses</span>	7.75% 21
▼ I tried to sign up to attend a program in Atchison, but the enrollment process was too difficult.	1.48% 4

Total Respondents: 271

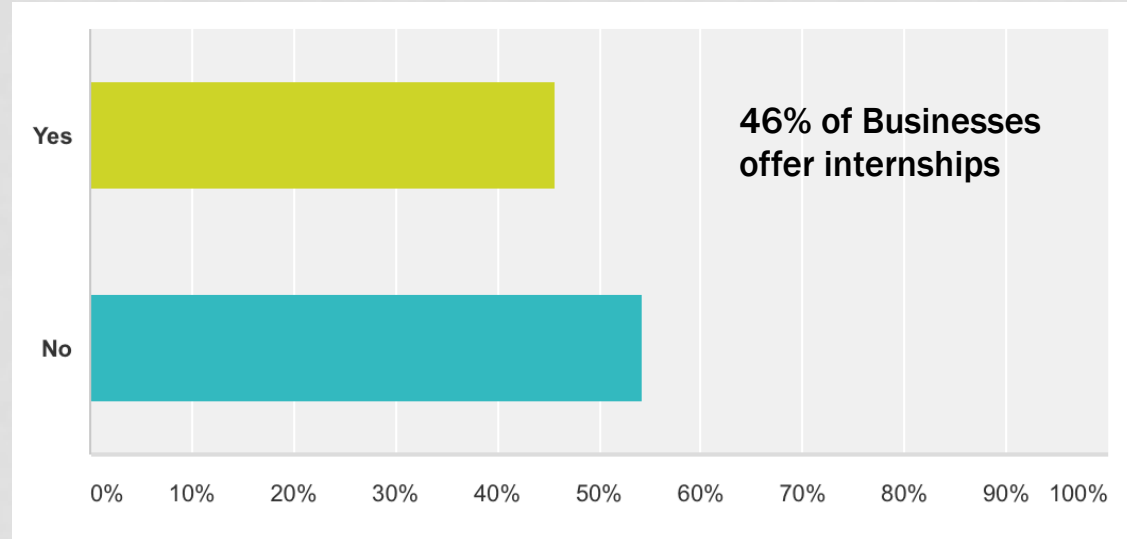


# QUESTIONS

- **What collaborative student-business opportunities exist in Doniphan/Brown County? Who coordinates those? Is there a way HCC can help?**
- **What internships and job shadow opportunities exist in Doniphan/Brown County? Who coordinates those? Is there a way HCC can help?**
- **What can HCC do to facilitate career readiness for students in northeast Kansas?**
- **How can HCC partner with local high schools to enhance career readiness for students?**
- **What K14 partnerships would benefit our students? Our northeast Kansas workforce?**

# JOB SHADOW/INTERNSHIPS OPPORTUNITIES

Does your company offer paid or non-paid internships for high school or college students?



If your business doesn't offer job shadow, would you consider?

Answer Choices	Responses
I would consider offering paid internships for students.	25.00% 8
I would consider offering non-paid internships for students.	28.13% 9
I would not be able to offer internships for students.	46.88% 15
Total	32

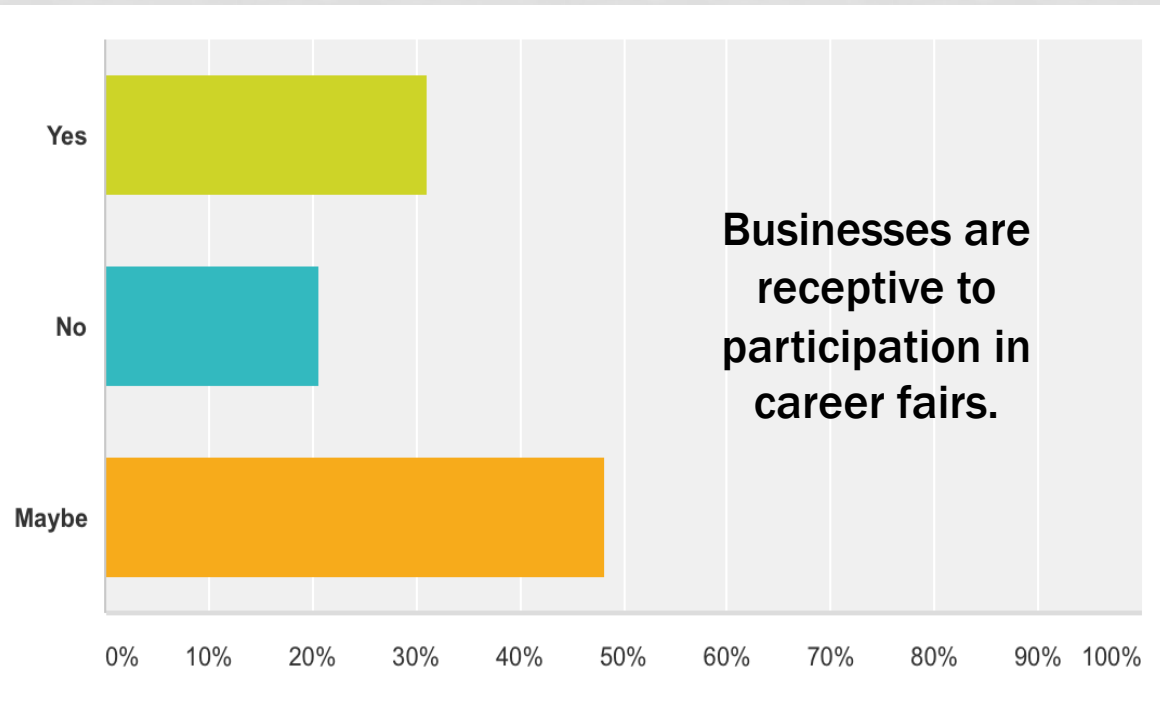
53.13% of businesses would consider adding internships.

# CAREER FAIR / PRESENTATIONS

## Business

Would you be willing to participate in a career fair for Doniphan and Brown County students?

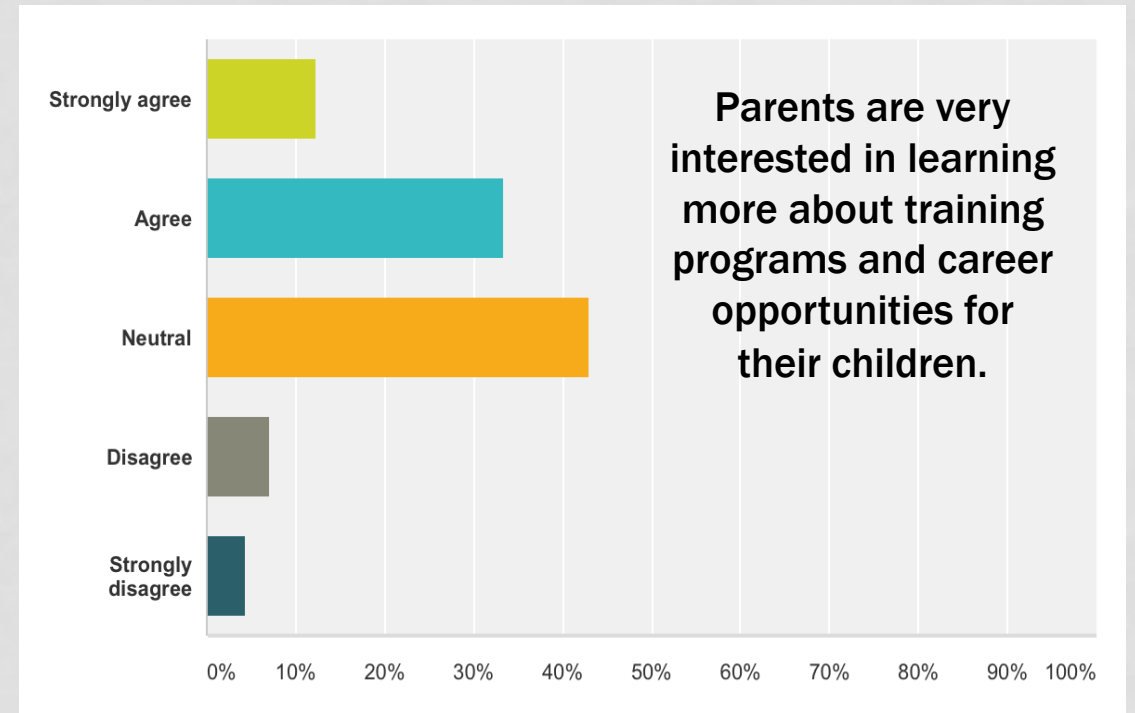
**Businesses are receptive to participation in career fairs.**



## Parent

I would attend a presentation offered by HCC to learn more about HCC Technical programs/career opportunities associate with those programs.

**Parents are very interested in learning more about training programs and career opportunities for their children.**





# WHERE DO WE GO FROM HERE?

HCC	School Districts	Businesses
<p>Establish a general advisory board with college (to include staff and faculty), business, student, parent, and school district representatives whose goal is to visit about current and potential opportunities as they relate to workforce training.</p>	<p>Offer career education opportunities that include job shadowing, internships, job opportunities and compensation, training/education needed, opportunities, cost, etc.</p>	<p>Work to compile or access complete list of Doniphan and Brown County Businesses, owners, email lists so that communication between all entities is thorough.</p>
<p>Do more research with students, parents and businesses to determine job needs vs. training opportunities.</p>	<p>Work with HCC to align schedules as much as possible.</p>	<p>Identify someone who can coordinate school to business opportunities for K-14 students.</p>
<p>Intentionally offer opportunities both in and out of the classroom to address problem solving and working together in teams.</p>		
<p>Offer career education opportunities that include job shadowing, internships, job opportunities and compensation, training/education needed, opportunities, cost, etc.</p>		
<p>Work with school districts to align schedules as much as possible.</p>		

# STARTING SALARY EXPECTATIONS AND OPPORTUNITIES

Student Expectations		Doniphan/Brown Reported Salary No HS Diploma	Doniphan/Brown Reported Salary Associate's	Doniphan/Brown Reported Salary Bachelor's
Less than \$10	—	34%	—	—
\$10-\$14 \$22,800-\$31,199	10%	36%	52%	20%
\$15-\$19 \$31,200-\$41,599	18%	—	18%	19%
\$20-\$24 \$41,600-\$51,999	15%	—	—	25%
\$25-\$29 \$52,000-\$63,999	10%	—	—	—
Unknown/NA	26%	24%	15%	24%

Mis-match?

Opportunity for education?

These questions merit more exploration if we want to match education and opportunity for students to live and work in NE Kansas.